

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

Week of September 19, 1960

january

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 16, 1960</u>			
Thursday Sept. 15 8:15 A.M. Breakfast	RESORT, HOLIDAY AND SPRING LEATHER FASHIONS "High Llamas of Fashion"--presentation of couture leather fashions. By invitation. Publicity: Fashion Bureau, 128 East 37th St., OR. 9-6996.	LADIES LEATHER APPAREL MFRS. ASSN.	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 15 10:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Adele Simpson's Holiday and Resort collection at 10:00 A.M., Sept. 15, 20, 21. By appointment. Contact: LA. 4-7626. Publ.:Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 15 10:30 A.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Preview of Resort and Holiday cocktail and evening fashions. Thereafter continuous. Contact: Sandy Abelson or Abe Goldman, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Sept. 15 10:30 A.M.	SHOWING OF RESORT COLLECTION Showings Sept. 15, 16. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Sept. 15 12:00 Noon	HOLIDAY-CRUISE COLLECTION Showings Sept. 15, 16. By invitation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Sept. 15 12:00 Noon	PREVIEW OF HOLIDAY AND RESORT COLLECTION Designed by Sylvan Rich, for press and buyers. Luncheon showings Sept.15, 20, 27, 29. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 15 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL PROMOTIONS Store-wide Fall promotion plans will be previewed for the press. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	ROOF - 11TH FLOOR
Thursday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall fashions by Branell, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	BRANELL	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 15 1:00 P.M.	OPENING OF RESORT & HOLIDAY COLLECTION Showing of Resort and Holiday collection on Sept. 15, 20 and 21 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection by Gothe. Publicity: Nona James, YU. 6-6980.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR Contact: LO. 5-2727.
Thursday Sept. 15 1:15 P.M.	OPENING OF RESORT COLLECTION One showing only of Oleg Cassini's Resort collection. By invitation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 15 1:15 P.M.	OPENING: RESORT & TRAVEL COLLECTION Showings Sept. 15, 20, 26, 28, Oct. 5. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 15 1:30 P.M.	CRUISE AND HOLIDAY DRESS COLLECTION Showings Sept. 15 and 20 at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Sept. 15 2:00 P.M.	CRUISE AND EARLY SPRING COATS Showings at 2:00 P.M. daily. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday Sept. 15 2:00 P.M.	PREVIEW OF HOLIDAY JUNIOR COLLECTION Collection designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Sept. 15 2:15 P.M.	OPENING OF RESORT AND HOLIDAY COLLECTION One showing only of the Resort and Holiday collection, designed by John Moore. By invitation. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Sept. 15 2:30 P.M.	OPENING: RESORT AND EARLY SPRING Showings Sept. 15, 20, 21, 27, 29. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Sept. 15 2:30 P.M.	SHOWING: HOLIDAY & RESORT COLLECTION Showing Sept. 15, by reservation. Contact: CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Presentation of custom-order and ready-to-wear collection, created for Elizabeth Arden in Paris. By invitation. (For release, Mon., Sept. 19). Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday Sept. 15 3:30 P.M.	PRESS PREVIEW: MEN'S SPRING COLLECTION Preview of Spring collection of men's suits and sports jackets. By invitation. Publicity: Robert Green, PL. 3-1640.	PETROCELLI CLOTHES (28 WEST 23RD ST.)	THE FOUR SEASONS 99 EAST 52ND STREET
Thursday Sept. 15	HOLIDAY AND RESORT COLLECTION Continuous daily showings. Contact: Mickey Shepard, WI. 7-1061.	NANTUCKET NATURALS (STYLE TRADES, INC.)	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 15 4:00 P.M. Champagne	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Bob Smith's Holiday and Resort collection of dresses. By invitation. Continuous thereafter. Contact: Chad Markham, LA. 4-1380.	BOB SMITH, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 15 4:00 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION One showing only of Samuel Winston's Resort and Holiday collection, designed by Roxanne. Contact: CH. 4-2515.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

RESORT AND HOLIDAY OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, (FOGA)

THURSDAY, SEPT. 15					
Cameo Evening Fashions . . .	10:30 A.M. . . .	530 7th (3 Fl.)	PE. 6-0151		
Five-Thirty P.M. Fashions . . .	10:30 A.M. . . .	530 7th (3 Fl.)	PE. 6-0151		
Myron Herbert, Inc.	4:00 P.M. . . .	530 7th (20 Fl.)	LO. 4-6830		
Globe Originals, Inc.	Continuous	498 7th (16 Fl.)	BR. 9-9384		
Jobere, Inc.	Continuous	530 7th (30 Fl.)	PE. 6-1938		
Philip Robertson	Continuous	530 7th (P.H.)	PE. 6-1351		
Young Viewpoint Dresses . . .	Continuous	1400 Bway(25 Fl.)	CH. 4-4131		
Young Viewpoint Knits	Continuous	1400 Bway(27 Fl.)	CH. 4-4131		
FRIDAY, SEPT. 16					
Grabois	1:15 P.M. . . .	498 7th (5 Fl.)	CH. 4-2767		
Jerry Silverman, Inc.	Continuous	530 7th (10 Fl.)	CH. 4-4940		
Martin Simon, Inc.	Continuous	498 7th (7 Fl.)	LA. 4-2877		
TUESDAY, SEPT. 20					
Abe Schrader Corp. (and Sept. 21)	11:30 A.M. . . .	530 7th (15 Fl.)	LO. 4-9194		
Mort Schrader, Inc.	2:30 P.M. . . .	530 7th (15 Fl.)	LO. 4-9194		

Beginning Thursday Sept. 15	OPENING OF RESORT & SPRING COLLECTION Resort and Spring Petticoats, for the petite miss; and "Terry Rogers" misses sizes, at informal showings. Contact: CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Sept. 15	HOLIDAY & RESORT SHOWINGS IN N. Y.	MAXWELL SHIEFF OF CALIFORNIA	SAVOY-HILTON HOTEL SUITE 1138
	Continuous showings of the Maxwell Chieff Holiday and Resort collection. Publicity: Eve Siegel, MU. 8-4598.		
Beginning Thursday Sept. 15	OPENING: HOLIDAY- RESORT COLLECTION Continuous daily showings of the Rona Holiday-Resort collection, designed by Lee Shapiro. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Thursday Sept. 15	OPENING: HOLIDAY- RESORT KNITWEAR Holiday-Resort collection from Tricosa of Paris- dresses, coats, suits and coordinates--continuous daily showings. Contact: WI. 7-3968. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 7TH FLOOR
Friday Sept. 16 9:00 A.M. & 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Report by Nancy White, Editor, "Harper's Bazaar". Ready-To-Wear Committee of Fashion Group and Fashion Dept., "Harper's Bazaar". Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16	MAINBOCHER RELEASE DATE--Press preview, Sept. 14 at 11:00 A.M.		
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 18, 1960</u>			
Sunday	FALL FASHIONS AT	GEORGE CARMEL, INC.	HAMPSHIRE HOUSE
Sept. 18	SUNDAY BRUNCH		FOUNTAIN ROOM
1:15 P.M.	Showing of Fall coats and suits by George Carmel, available at Bergdorf Goodman. Hats, John Frederics; shoes, Fiorentina. Reservations--		
Brunch	\$4.00; contact: Mr. Jerome, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.		
Sept. 18-	THE SECOND ANNUAL NATIONAL INTERIOR DFSIGN MONTH.		
Oct. 18	Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Sept. 19	SAKS FIFTH AVENUE RELEASE DATE--NINA RICCI FALL HOSIERY. (No show).		
Monday	SELECTION OF "SWEATER	KNITTED OUTERWEAR	WALDORF-ASTORIA
Sept. 19	QUEEN OF 1960"	FOUNDATION	
10:00 A.M.-	The "Sweater Queen of 1960" and "Junior Sweater Queen of 1978" will be		
12:00 Noon	introduced at the fifteenth annual National Sweater Week (Sept. 19 - Sept. 25). By invitation. Contact: Edward Brandwein, MU. 3-7520.		
Monday	SHOWING: HOLIDAY AND	LEONARD ARKIN: SPECIAL	530 SEVENTH AVENUE
Sept. 19	CRUISE COLLECTIONS	OCCASIONS; ANDRES ARKIN	SHOWROOM - 6TH FLOOR
10:30 A.M.	Showing daily except Friday--Leonard Arkin at 10:30; Special Occasions at 11:00; Andres Arkin at 11:30. Contact: Linda Clifford, WI. 7-5324.		
Monday	PRESS PREVIEW: CUSTOM-	OLDRIC ROYCE	16 EAST 52ND STREET
Sept. 19	ORDER COLLECTION		SALON
11:00 A.M.	Preview of the Oldric Royce custom-order collection. By invitation.		
Publicity:	Nona James, YU. 6-6980.		
Monday	IMPORT FASHIONS	OHRBACH'S	2ND FLOOR
Sept. 19	IN NEWARK STORE	(MARKET & HALSEY ST'S)	
11:00 A.M.	Customer showing in Newark of imports. Pub.: Mark Klauser, OX. 5-4000.		
Monday	CUSTOMER SHOWINGS	BONWIT TELLER	6TH FLOOR
Sept. 19	OF MILLINERY		MILLINERY DEPT.
11:00 A.M.-	Informal modelling of hats by Gilbert Orcel, from 11:00 A.M. - 4:00 P.M.		
4:00 P.M.	Publicity Dept: EL. 5-6800.		
Monday	CUSTOMER SHOWING: LINE-	BAMBERGER'S	3RD FLOOR
Sept. 19	FOR-LINE IMPORTS	(NEWARK, N.J.)	
12:30 P.M.	Bamberger's will present their line-for-line imports for Fall and Winter.		
Publicity:	Carolyn Black, MARKET 4-4200, Ext. 2024.		
Monday	OPENING: HOLIDAY AND	REMBRANDT	498 SEVENTH AVENUE
Sept. 19	RESORT COLLECTION		SHOWROOM - 6TH FLOOR
2:30 P.M.	Showings at 2:30 P.M., Sept. 19, 20. Contact: Helen Maxwell, LO. 4-3600.		
Monday	PREVIEW OF RESORT	TINA LESER, INC.	500 CLUB
Sept. 19	SPORTSWEAR COLLECTION (498 SEVENTH AVENUE)		500 SEVENTH AVENUE
4:00 P.M.	Preview showing of Resort sportswear for press and buying offices. By invitation. Thereafter at 2:30 P.M. in showroom. Contact: LO. 5-7514.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19 4:00 P.M. Cocktails	ITALIAN DESIGNED FALL-WINTER FURS De'Cor will preview its "Fatto Con Amore" Fall-Winter fur collection designed by Roman couturier Emilio F. Schuberth. Commentator: Contessa De Gorda. (Showing at 4:30 P.M.) By invitation. Publicity: Trudy Brooks at Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	DE'COR FURS INC. (130 W. 30TH ST.)	HARWYN CLUB 112 EAST 52ND STREET
Monday Sept. 19 5:00 P.M.- 7:00 P.M.	PREVIEW OF NEW COSMETIC DEPARTMENT Preview of "The Gilded Cage", Bendel's new cosmetic department. By invitation. Contact: CI. 7-1100, Ext. 345.	HENRI BENDEL	10 WEST 57TH STREET MAIN FLOOR
Monday Sept. 19 5:00 P.M.- 7:30 P.M. Cocktails	EXHIBITION OF INTERIORS FOR PRESS "Rooms At The Top"--an exhibition of 12 interiors created by NSID interior designers featuring Fiberglas fabrics to launch Interior Design Month Sept. 18 - Oct. 18. By invitation. Contact for NSID: Ted Materna Assoc., PL. 3-3240. Contact for Fiberglas: Lyrl Spence, PL. 9-3810	N. S. I. D.; FIBERGLAS CORP.	FIBERGLAS FABRIC CENTER (717-5TH AVE.)
Beginning Monday Sept. 19	OPENING: RESORT AND HOLIDAY COATS & SUITS Continuous daily showings of Resort and Holiday junior coats and suits, de- signed by John Anthony. Contact: Fleuret Rothschild, PE. 6-4580.	DEVONBROOK LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
Monday Sept. 19- Sept. 24	PREVIEW: SOUTH SEA PEARL COLLECTION First collection since 1930's of cultured South Sea pearls. By appointment. (Will be shown nationally.) Pub.: Ann R. Silver, Assoc., MU.7-8654.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Sept. 20	MACY'S RELEASE DATE--French and Italian Millinery Originals. (No show).		
Tuesday Sept. 20 9:30 A.M. Breakfast	PRESS PREVIEW: RESORT- SPRING SPORTSWEAR Jantzen will present their swimwear and playclothes to the press, showing at 10:00 A.M. (Note Change Of Time). Contact: Sally Larson, OX. 7-0811. Showing of men's swimwear and sun clothes at 3:30 P.M., followed by cocktails. Contact: Kathy Russo, OX. 7-0811. By invitation. Publicity: Eloise Walton at Rogers & Cowan, PL. 9-6272.	JANTZEN, INC. (261 MADISON AVENUE)	MAIDMAN PLAYHOUSE 416 WEST 42ND STREET
Tuesday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Jacques Kaplan will present the Georges Kaplan Fall-Winter "Americana" furs, inspired by great works of modern American artists. Showing at 10:00 A.M. Commentator Eleanor Searle Whitney. By invitation. Publicity: Terry V. Seymour, PL. 7-9710.	GEORGES KAPLAN (730 FIFTH AVENUE)	WHITNEY MUSEUM 22 WEST 54TH STREET
Tuesday Sept. 20 11:00 A.M.	SHOWING: HELEN ROSE OF CALIFORNIA Bonwit Teller will present fashions by Helen Rose of California at a customer showing. Press by invitation. Publicity: EL. 5-6800.	BONWIT TELLER	6TH FLOOR
Tuesday Sept. 20 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigiola Curiel of Milan and Bernard Newman of the United States. By invitation. Publicity: Florence Neff, PL. 5-7630.	BERGDORF GOODMAN	4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 20 11:30 A.M.	PRESS SHOWING: IMPORTS HOLIDAY AND CRUISE Mignon will preview their Holiday and Cruise collection, including imports. By invitation. Trade showings Sept. 26, 28, 30, Oct. 1 at 11:30 A.M. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 20 12:30 P.M. Luncheon	SHOWING OF CRUISE & HOLIDAY COLLECTION Showing of Cruise and Holiday collection at 1:15 P.M. (Luncheon at 12:30 P.M.) Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM 19TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. (For release, Friday, Sept. 23) Contact: TE. 8-0750.	BOB BUGNAND	19 EAST 62ND STREET SALON
Tuesday Sept. 20 3:00 P.M.	HOLIDAY AND RESORT COLLECTION By invitation. Contact: Peter Kallish, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT AND SPRING COLLECTION Knit ensembles and dresses by Korrigan Leusr of Paris; silk and textured cotton knit costumes from Avagolf. Mme. Ghislaine de Kermaingant, fashion director, and M. Guy Milon, director, will be present. Showing at 4:30 P.M. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7872.	KORRIGAN LESUR CORP.; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Cancelled Sept. 20	KORET OF CALIFORNIA'S SPRING PREVIEW IN LOS ANGELES, ORIGINALLY SCHEDULED FOR 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday Sept. 20 4:00 P.M.	PRESS PREVIEW: SPRING FABRICS FOR 1961 Deering Milliken will preview their retail fabrics for Spring 1961. By invitation. Contact: Harris Lindsay, OX. 5-1200.	DEERING MILLIKEN	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 20 6:30 P.M. 9:00 P.M.	WEEKLY FASHION CAREER COURSE Subject: "Accessories"--Speakers: Rosalind Allan, Town & Country Shoes; Rosalind Gersten, R. H. Macy & Co.; Matilda Taylor, Women's Wear Daily. Course: \$20.00. Individual session: \$2.50 (except Nov. 22, \$3.50). Moderator: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING CLUB AUD. 29 WEST 39TH STREET
Wednesday Sept. 21 12:30 P.M. Luncheon	HAT COLLECTION AND IMPORT FASHIONS Showing of Lilly Dache's millinery; and imported fashions at luncheon. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Lilly Dache Publicity: Eleanor Lambert, MU. 8-2130. Waldorf-Astoria Contact: Mary McLoud, EL. 5-3000.	LILLY DACHE	WALDORF-ASTORIA PEACOCK ALLEY
Wednesday Sept. 21	ROSH HASHONAH (Jewish New Year)-- Begins at Sundown on Wed., Sept. 21 First two days of Holiday: Thursday, Sept. 22 and Friday, Sept. 23.		
Sept. 23	MACY RELEASE DATE -- Junior Deb (Celanese) Fashions (No Show).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	BOB BUGNAND RELEASE DATE--Custom Fashion Show, Sept. 20, at 3:00 P.M.		
Sunday Sept. 25 1:15 P.M.	JUNIOR FASHIONS AT SUNDAY BRUNCH Showing of Fall fashions by Junior Sophisticates, available at Bonwit Teller. Hats, John Frederics; shoes, Fiorentina. Reservations--\$4.00; contact: Mr. Jerome, CI.6-7700. Fashion Show Dir.: Peggy Cantor Assoc. MU. 9-8542.	JUNIOR SOPHISTICATES	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sept. 26	SAKS FIFTH AVENUE RELEASE DATE -- Fur Fashions (<u>No Show</u>).		
Monday Sept. 26 2:30 P.M.	PREVIEW: CRUISE AND SPRING COLLECTION Haymaker will present shirts, skirts, separates, pants, playclothes and knitted dresses. By invitation. Publicity: Frace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 26 2:30 P.M. Tea	PRESS PREVIEW: FALL AND WINTER ORIGINALS FonTayne will invite the press to preview her Fall and Winter originals. By invitation. Publicity: Rich-LaCaille, MU. 8-1918.	FONTAYNE	331 EAST 55TH STREET GARDEN ENTRANCE
Monday Sept. 26 3:00 P.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Press and resident buyers will preview the Resort and Holiday collection. By invitation. Continuous thereafter. Contact: LeRoy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Sept. 26 3:30 P.M. Cocktails	WORLD PREMIERE: SWIMWEAR FASHIONS, 1961 Enchantress of Florida, Ltd. will present a private showing for press and buyers of the 1961 swimwear collection. By invitation only. Continuous showings thereafter at 1407 Broadway and 407 Lincoln Road, Miami Beach, Florida. Contact: OX. 5-7960.	ENCHANTRESS OF FLORIDA	THE FOUR SEASONS 99 EAST 52ND STREET
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Preview of Fall and Winter fur collection. Showing at 10:00 A.M. By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 27 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1961 Preview for press and buyers of the Rose Marie Reid 1961 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 27 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Press and resident buyers will preview David Crystal's Resort and Spring dress collection. By invitation. Trade beginning Oct. 3 at 10:30 daily, except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 27 4:00 P.M.	PREVIEW OF SPORTS- WEAR COLLECTION Cabana's preview of Cruise-Resort sportswear, beachwear, dresses and separates; also introducing a new collection of knitted swimsuits, designed by Pembroke Squires. By invitation. Continuous showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28 12:00 Noon Luncheon	GUEST SPEAKERS AT LUNCHEON Frangrance--"Today and Tomorrow"--a four dimensional view of the fragrance business--its challenges and problems, presented by four guest speakers. Open to members of the fragrance, related industries and their agencies. Reservations: \$12.50. Publicity: Helen Nash, 18 East 60 St., PL. 9-5980.	THE FRAGRANCE FOUNDATION, INC.	HOTEL PLAZA BALLROOM
Wednesday Sept. 28 12:15 P.M. Luncheon	PREVIEW: JER-SEA OF SWEDEN SWIMSUITS First New York presentation of Jer-Sea knitted swimsuits and beachwear, presented by P. & M. Distributors, and introducing designer Hans Heitsch. By invitation. Contact: Mr. Gunnar Porath, WI. 7-9295.	P. & M. DISTRIBUTORS (1270 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Wednesday Sept. 28 12:30 P.M.	FALL FASHIONS DURING LUNCHEON Showing of Tony Raphael's Fall collection at luncheon. Press by invitation. Public by reservation; contact: "Andres". TE. 8-8000. Fashion Show Director: Anne Taylor, TE. 8-8000.	TONY RAPHAEL	HOTEL PIERRE ROOF GARDEN
Wednesday Sept. 28 2:30 P.M.	PREVIEW OF SPRING SUITS David Crystal will preview their Spring suits to press and resident buyers. By invitation. Continuous daily, beginning Monday, Oct. 3. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 28 2:30 P.M.- 7:00).M.	PREVIEW: SEWING MACHINE FOR CHILDREN Reception for press to introduce the new "Sewhandy" machine for children. By invitation. Publicity: Trudi Ross at Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINE; DONAHUE SALES CORP. DONAHUE SALES CORP.	DONAHUE SALES CORP. 41 EAST 51ST STREET
Wednesday Sept. 28 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Preview of 1961 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Judith Hall at Diamond-Barnett, MU. 2-7025.	ROXANNE SWIMSUITS (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28	SHOWING OF RESORT SWIMWEAR COLLECTION Informal showings on Sept. 28 of Darlene's Resort swimwear collection. By appointment. Contact: Bernard Goodman, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	HOTEL PLAZA PRIVATE SUITE
Thursday Sept. 29 9:00 A.M. Breakfast	PREVIEW: RESORT- CRUISE SWIMWEAR Preview of the Peter Pan Resort-Cruise swimwear: "The French Line" and the "Oleg Cassini Collection". By invitation. Contact: Toni Presby, LE. 2-5400.	PETER PAN SWIMWEAR INTL.(1407 BROADWAY)	ST. REGIS HOTEL ROOF
Thursday Sept. 29 12:30 P.M.	COATS AND SUITS AT LUNCHEON SHOW Fall and Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of Cole of California's Resort-Cruise beachwear fashions for 1961. By invitation. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 29 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Eighteenth annual Coty American Fashion Critics' Award to fashion designers, selected by a jury of fashion editors. <u>Fashion show at 9:00.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. RODGERS AUD.
Thursday Sept. 29 8:00 P.M.	BENEFIT BALL: ADELE SIMPSON COLLECTION Bamberger's annual Designer's Ball presented with the Grace Line, Harper's Bazaar, Junior League of Newark, for the benefit of Camp Hope for Retarded Children. Adele Simpson's collection, starring contestants for "Miss Rheingold" 1960 title. The S.S. Santa Paula will be the first American passenger liner to enter the Newark harbor. By invitation. Publicity: Carolyn Black, MArket 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, N. J.)	S.S. SANTA PAULA (GRACE LINE, NEWARK)
Beginning Sunday Oct. 2	SPRING OPENINGS IN LOS ANGELES Sun., Oct. 2: Maxwell Shieff, 12:00 Noon; Jewel, Inc., 4:00 P.M.; Helga, 6:00 P.M. Mon., Oct. 3: Edith Small, 8:00 A.M.; Marusia, 11:00 A.M.; Howard Greer, 2:00 P.M.; Cahill Ltd., 3:00 P.M.; Irene Inc., 4:30 P.M.; Helen Rose, 8:00 P.M. Tues., Oct. 4: M. Nadler, 10:00 A.M.; Charles Cooper, 11:00 A.M.; Travilla, 2:15 P.M.; Ernest Newman, 3:30 P.M.; Werle, 5:00 P.M.; Georgia Bullock, 7:30 P.M.; Wed., Oct. 5: Michael Novarese, 9:00 A.M.; Paul Whitney, 10:30 A.M.; Bud Kilpatrick, 5:30 P.M. By appointment: Peggy Hunt, Adele of California, H. Charles, Michaelson, Oscar of Beverly Hills, Ursula. Contact: L.A. Fashion Guild, 819 Santee.	LOS ANGELES FASHION GUILD	INDIVIDUAL SHOWROOMS
Sunday Oct. 2 12:00 Noon	RESORT-SPRING SHOW IN CALIFORNIA Maxwell Shieff will present his Holiday, Resort and Spring collection. By invitation. Thereafter in showroom. Contact: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF	319 SO. ROBERTSON BEVERLY HILLS, CAL.
Sunday Oct. 2 2:00 P.M.- 5:00 P.M.	"EBONY'S SYMPHONY IN FASHIONS" Showing of new European and American fashions, representing world's leading designers. For benefit of Nat'l Urban League, in cooperation with Johnson Publications. Tickets: \$5.00. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUILD (14 EAST 48TH)	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 3 9:45 A.M. Coffee	PRESS PREVIEW: A & S EUROPEAN IMPORT FAIR Preview of imported fashions, home furnishings, gifts and other imports. Features include a Belgian lacemaker, German glassblower, Italian alabaster carver, Swiss wood carver. Sampling of foreign delicacies and perfumes. Preview by invitation. Open to public, Oct. 3 - 15, throughout all A & S stores. Contact: Jane Miller, Feature Events, TR. 5-7200, 691.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Monday Oct. 3 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Oct. 3 3:30 P.M. Cocktails	PREVIEW OF SWIMWEAR AND BEACH FASHIONS Preview of swimwear and beach fashions for Resort and Summer. By invitation. Contact: LO. 4-8288. Publ.: Phyllis Youngheart, PL. 1-0752.	SUN FASHIONS OF HAWAII (1407 BROADWAY)	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 3 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Fontana's export collection, made in Rome. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Oct. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF CRUISEWEAR FASHIONS John Weitz will present Cruisewear fashions, manufactured by Stratford Shirt Co., Sportabouts, Pantabouts, Elon of Cal., Downen Knitwear Ltd. By invitation. Contact: Leona Rudd, LO. 3-4920.	JOHN WEITZ DESIGNS INC. (1407 BROADWAY)	THE COLONY RESTAURANT 30 EAST 61ST STREET
Tuesday Oct. 4 10:30 A.M.	PRESS PREVIEW: RESORT SPORTSWEAR COLLECTION Tina Leser's Resort dresses and sportswear. By invitation. Thereafter at 2:30 P.M. Contact: Carol Stewart, LO. 5-7514.	TINA LESER	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 4 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentations of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 4 12:00 Noon Luncheon	OPENING OF RESORT COLLECTION Resort collection, designed by Lucel. By invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 4 12:00 Noon	PREVIEW: RESORT AND SPRING COLLECTION Preview for press and buyers at Nantucket Natural's 30 Anniversary show- ing. By invitation. Thereafter Oct. 11, 12, 18, 19, 25 at 12:00 Noon. Contact: Mickey Sheppard, WI. 7-1061.	NANTUCKET NATURALS (STYLE TRADES, INC.)	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 4 1:00 P.M.	OPENING OF SPORTSWEAR COLLECTION Opening of the Mr. Mort Resort and early Spring sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 4 2:15 P.M.	RESORT, SPRING SHOW IN CALIFORNIA Travilla will present his Holiday, Resort and Spring collection. By invitation. Thereafter by appointment in showroom. Contact: Travilla, L.A.	TRAVILLA (LOS ANGELES) (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.
Tuesday Oct. 4 2:30 P.M.	RESORT AND SPRING SPORTSWEAR COLLECTION Preview of Melba Hobson's Resort and Spring collection for Mr. Gee. By invitation. Contact: WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday Oct. 4 4:00 P.M. Cocktails	"SUNSAATIONALS '61"-- SPRING PREVIEW IN N.Y. Koret of California will invite press and buyers to preview the Spring 1961 coordinated sportswear and swimsuits. By invitation. Contact: Mary Zales, LO. 5-2442. Publicity: Joy Frizze, 611 Mission, San Francisco.	KORET OF CALIFORNIA	SHERRY NETHERLANDS CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 4 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION "The Garden Bouquet Collection"--McMullen's Resort and Spring fashions. By invitation. Thereafter in showroom. Contact: Esther Reifer, OX 5-4270.	THE McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 9:00 A.M. Breakfast	PREMIERE SWIMSUIT SHOWING "Dream Girls"--Maidenform, 38-year old largest maker of brassieres, enters the swimsuit industry, previewing their first collection. Showing at 9:45 A.M. By invitation. Publicity: Elinor Lenz at Bell & Stanton, 441 Lexington Ave., YU. 6-1250.	MAIDENFORM, INC. (200 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 11:00 A.M.	PRESS PREVIEW: CRUISE- RESORT COLLECTION Greta Plattry will present her Cruise and Resort collection of Swimwear, beachwear, dresses, sun dresses and sporting separates. By invitation. Contact: LA. 4-4671.	GRETA PLATTRY	LOOMTOGS SHOWROOM 1410 B'WAY-15TH FLOOR
Wednesday Oct. 5 2:30 P.M.	PREVIEW: CRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection of sportswear, separates, blouses, designed by Sylvia DeGay. By invitation. Thereafter continuous. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Spring and Summer 1960 sportswear fashions at a preview for press and buying offices. Showing at 4:30 P.M. By admission card only. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Thursday Oct. 6 12:00 Noon Luncheon	SPRING FABRICS AT LUNCHEON SHOW subject: "Material Mysteries" or "How Fabric Influences The Fashion World". Report by Margaret Markley. Prices: \$8.00 (members); \$10.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 6 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Catalina will preview their 1961 Cruise and Summer swimwear. By invitation. Publicity: Maria Brown, PE. 6-2855.	CATALINE, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Monday Oct. 10 12:15 P.M. Buffet	PRESS PREVIEW OF SPRING COLLECTION By invitation only. Show at 1:00 P.M. Trade showings, Oct. 11, 12, 13, 18, 19, 20, 25, 26, 27 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Oct. 10 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview for press, by invitation. Trade at 10:30 A.M., Oct. 11, 12, 13, 18, 20. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 11 10:30 A.M.	SHOWING OF RESORT & SPRING COLLECTION Showing of Resort and Spring collection, designed by Sara Ripault. Contact: LA 4-7540. Pub: Rosemary Sheehan, MU. 5-1280.	HERBERT SONDEHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 11 2:30 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 11, 12, 13, 18, 19, 20, 26 at 2:30 P.M. By reservation. Press Preview Oct. 17 at 3:00 P.M. By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 11 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS By invitation. Thereafter daily showings at 12:00 Noon. Contact: Ruth McLoughlin. LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

OPENING OF SPRING COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

DRESS COUTURE GROUP MEMBERS

FRIDAY, OCT. 7

B. H. Wragge 11:00 A.M. 550 7th (9 Fl.) WI. 7-4968

TUESDAY, OCT. 11

Jane Derby, Inc.	10:30 A.M.	550 7th (23 Fl.)	LA. 4-9350
Junior Sophisticates	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Ceil Chapman	2:30 P.M.	530 7th (2 Fl.)	LA. 4-5800
Maurice Rentner Ltd.	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968

WEDNESDAY, OCT. 12

Herbert Sondheim, Inc..	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Estevez, Inc.	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Larry Aldrich Inc.	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Townley, Inc.	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617

THURSDAY, OCT. 13

Adele Simpson, Inc..	10:00 A.M.	530 7th (23 Fl.)	LA. 4-7626
Edward Abbott, Inc..	10:30 A.M.	530 7th (10 Fl.)	LA. 4-8490
Parnis-Livingston	12:30 Noon	530 7th (18 Fl.)	BR. 9-5014
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl.)	CH. 4-4600
Harvey Berin Ltd.	1:00 & 4:00	530 7th (7 Fl.)	PE. 6-0206
Nat Kaplan Inc.	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115

FRIDAY, OCT. 14

Rudolf Gowns Inc.	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Gothe	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell	2:30 P.M.	530 7th (25 Fl.)	PE. 6-6983

COAT & SUIT COUTURE GROUP MEMBERS

MONDAY, OCT. 3

Davidow By Appointment 550 7th (21 Fl.) PE. 6-6909

MONDAY, OCT. 25

Marquise Coat & Suit 2:30 P.M. 512 7th (35 Fl.) BR. 9-5794

TUESDAY, OCT. 25

Arthur Jablow, Inc. 11:30 A.M. 530 7th (9 Fl.) LA. 4-3404

WEDNESDAY, OCT. 26

Harry Frechtel 2:30 P.M. 205 W.39(4 Fl.) PE. 6-1310

TUESDAY, NOV. 1

Originals 2:00 P.M. 512 7th (43 Fl.) BR. 9-8988

FRIDAY, NOV. 4

Monte-Sano & Pruzan Ltd. 10:30 A.M. 21 W.46 (8 Fl.) JU. 2-2317

Ben Gershel 2:00 P.M. 512 7th (37 Fl.) LA. 4-2544

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 12 4:00	PREVIEW: RESORT-SPRING DRESS COLLECTION Collection of dresses and ensembles designed by Mary Jean Smith. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday Oct. 14 10:30	SPRING, CRUISE AND HOLIDAY COLLECTION Showing at 10:30 A.M. Oct, 14, 18, 19, 21, 25, 26, 28. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Oct. 17 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Showing at 1:00 P.M., Oct. 17, 19, 20, 24, 25, 26, Nov. 1, 2. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Oct. 18 9:00 A.M. Coffee	PRESS PREVIEW: SPRING SHOE COLLECTION "Prima Colazione"--press preview introducing new Fiorentina Nina shoe collection, in addition to couture shoes by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor, MU. 9-8542 or YU. 8-3141.	FIORENTINA SHOES, INC.	789 MADISON AVENUE SALON
Tuesday Oct. 18 4:30 P.M. Cocktails	RECEPTION FOR PRESS AT CANADA HOUSE Canadian Mink Industry reception for press (<u>trade Wed., Oct. 19 at 4:30</u>) to meet Mr. Bruce Rankin, Deputy Consul General of Canada. By invitation. Contact: Virginia Van Brunt at J. Walter Thompson, MU. 6-7000, Ext. 3077.	CANADA MINK BREEDERS	680 FIFTH AVENUE CEDAR ROOM-8TH FLOOR
Wednesday Oct. 19 4:00 P.M. Champagne	PRESS PREVIEW: CRUISE AND SPRING COLLECTION Preview for press at 4:00 P.M., Oct. 19. <u>Resident buyers, at 12:00 Noon, Tues., Oct. 18.</u> Trade shows at 12:00 Noon on Tues., Wed., Thurs., followed by lunch. By invitation. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday Oct. 20 2:30 P.M.	PREVIEW: RESORT & SPRING COLLECTION For press and buyers, by invitation. Showings thereafter Oct. 27, Nov. 3, Nov. 10 at 2:30 P.M. By appointment. Contact: Joanne Japp, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday Oct. 24 8:00 P.M.	OPENING NIGHT OF OPERA SEASON A new production of Verdi's "Nabucco" will open the Metropolitan Opera's 1960-61 season. Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH STREET
Tuesday Oct. 25 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION "Weathervances"--knitted jersey and wool suits. Showing every Tuesday, except Election Day at 10:30 A.M. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 25 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Showing at 11:30 A.M. Oct 27, Nov. 1, 3, 9, 14, 16. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Nov. 8	ELECTION DAY (Tuesday)		

1961

JANUARY							FEBRUARY							MARCH						
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